

## CANADA YOUTH 2018

July 2-7, 2018

Rev. Dr. Cheryl Gaver

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### Canada Youth 2018 – Building a Smart House: Social Media and Tech Tools for Youth Ministry

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#### Overview

According to his website, camphacker.tv, Travis “is a driven, passionate and charismatic multi-media professional. He is active as professional speaker, marketer, consultant and photographer catering to diverse customers, including summer camps and private schools.”

“Hailing from Woodstock, ON, Canada, Travis set out to gain extensive know-how and expertise within areas such as community-building, blogging and online marketing, providing PR and marketing services for his customers.”

#### Introduction

The problem of trying to be “current” with digital media and youth. Being “current” is a moving target. The real challenge is learning how to change our way of thinking.



Don't say, "I'm too old for this" – Say rather, "How can I learn?" *ask the youth to teach us!*



Start with where I am comfortable, and then move on from there.

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---

For example, have one spot which is a central repository of information  
Use Facebook to keep people up-to-date and *to point them to the central location for info.*

### Three Principles of Youth Ministry

- It's about RELATIONSHIPS!



- Good/Fast or Cheap (pick 2 things to take away)
- Tell good stories – tell your stories – these are tools too but keep them short!

Remember – each network application is only a tool. Its value is up to you or up to you and the youth group.

### Reaching Today's Children & Youth

#### Reaching Youth

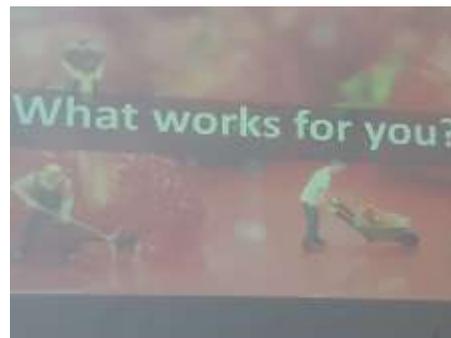
Right now – the way to reach children and youth is through their phones.

Part of our role as leaders is teaching them how to put the phone down and communicate without the phone!

Find the “gatekeeper” into a group – the one person who is essential. If this person is a member of the group, then all her friends will join too.

Big question – “make me trust you”

- Do some reflection – what works for you.
- What online companies do you buy from?
- How did they gain your trust?



## CANADA YOUTH 2018

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---

Think of 3 moments that changed your faith:



What are their needs / problems / desires?

- Ask, "How can I help support them?"



Update – make sure new information comes out **every week. Schedule your updates.**

- 85% of people check Facebook or Facebook and Instagram before getting out of bed in the morning!

### Using Videos

Use videos for special events. Make sure videos are short but how short depends on your audience.

- Some videos should be only 60 seconds while others could be 8-10 minutes
- What is the ideal length? Find out who your youth are listening to.
- Be Visual – Take ideas, quotes, etc. and turn them into videos
- People are telling great stories – capture them in videos

### How Often Should You Communicate?



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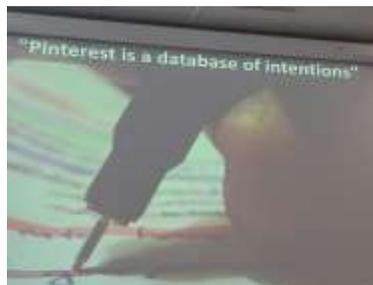
July 2-7, 2018

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---

### Which Digital Program to Use?

- Instagram or Snapchat? Ask which ones youth are using.  
You can “link in” your biography –
- Linktr.ee A way to link in biography with Instagram
- Wechat It’s OK to follow the youth wherever they are, but ASK first.
- FB Live Facebook can be used for current events and is free.
- Snapchat art (didn’t write down anything else)
- Canva.com Good place for templates
- Cardd.co 5 one-page announcements – about \$20/year.
- Fiverr.com You can get help with logos, cartoons, flyers, posters, web design, etc. – each item is \$5 US (at least many are).
- Missinglettr.com You have an announcement that you need to send out again and again – this can turn each of your blog posts into a 12-month social campaign –
- Newsletters for regular posts  
If you have a long URL, this program can shorten them.
- \*\*\*Remind.com Free for group messaging. It’s great for group messaging – There’s also ....*what’s up – hang up – Facebook ...* ask which ones they use.
  - You would have a group for all the youth
  - You would also have a group for adults
- Techsoup.ca Connects charities, nonprofits, etc. to affordable technologies – i.e., some of the software and hardware is available at a discounted price (50%-90%)!
- Bonjoro.com This allows you to create a personal video – which is then sent to your youth’s inbox.
- Pinterest This is not a broadcast opportunity but a learning one. You can see where people are posting and what they care about.



- Soundcloud.com This has audio files (music site)
- Twitch.com There are comments while they play videos (and games).
- Youtube Realize that lots of youth watch TV only on youtube!
- Linked in ??? Not always useful for Youth Ministry

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- Other programs:



### Advertising / Marketing Your Group / Events

- Remember to publicize *where* you are posting information.



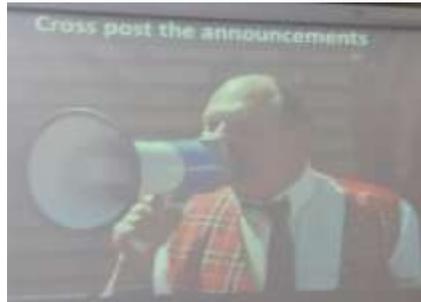
- Cross-post announcements – repetition is very important

## CANADA YOUTH 2018

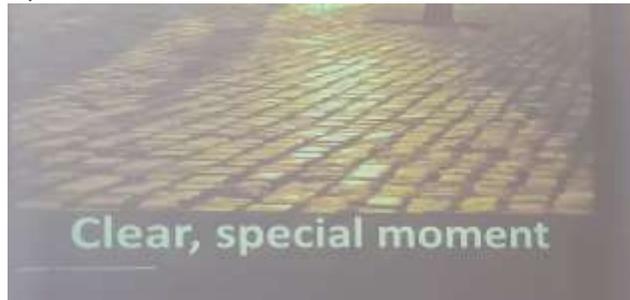
July 2-7, 2018

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- Bring in clear, special moments



- Have one custom hashtag that is consistent across the media – i.e., don't have one hashtag for Twitter and something completely different for Facebook etc.



- Whatever you can teach in 30 seconds – share it – that's a great way to build trust
- Use snapchat art.



- Whatever media you use – think of the first impression you will be giving people. Show people happy, and doing something – don't show just a building, no matter how beautiful it is!

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### How To Tell Stories

There is a special way to tell stories.

- Each story has a beginning, middle and end
- The key thing – how are we transformed by the experience
- Share stories of transformation – (e.g., “I found a friend”)



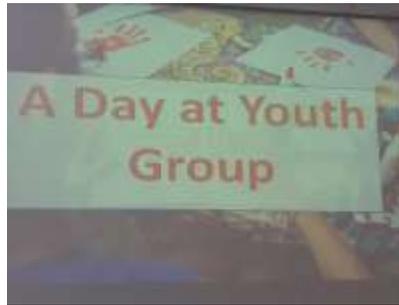
## CANADA YOUTH 2018

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### Miscellany



- On the **first meeting** (e.g., in September) – do Introductions. Leaders, tell why you are volunteering.



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- The task is to **learn how to serve the people we care about.**
- Anything that you can share with volunteers, do so! “Lessons Learned”



- Think about questions people might ask about *your job* – develop a FAQ.
  - For example, people think that you have to be a member to come to church – you don't...
- Focus on one thing at a time, don't try to solve everything all at once.



## CANADA YOUTH 2018

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### Parents

- Talk to parents directly – don't expect the youth to remember.
- "Lessons learned" – this is a great help for parents. It's harder to be parents now – social media makes it easy for them to feel judged by other adults!



### PRIVACY/COPYRIGHT ISSUES

- You need to learn what can be shared and when and by whom
- Take advantage of trial periods
- Can a program (or resource) be used by more than one person?

A good book to read is *Power of the Moment* by Chip and Dan Heath.